

VALUES STATEMENT

The City's Business is Service

*We are committed
to providing quality
service to our diverse
community in ways
that are helpful,
caring and responsive.*

Working Together to Serve

*We believe that the
success of our
organization depends
on the teamwork,
mutual trust and
honesty achieved
through commitment
to the
following values:*

Participation

*by citizens and City
team members in
setting and attaining
the City's goals.*

Communication

*with one another and
with citizens.*

Courtesy

*in all personal
relations.*

Integrity

in everything we do.

Loyalty

*to our community,
to this organization
and to each
team member.*

Innovation

*in meeting the present
and future needs
of the City.*

Responsibility

*as a team for efficient
and effective delivery
of services.*

Pride

*in our work, in our
dedication to public
service and in being
the best we can be.*

CITY MANAGER'S MESSAGE

The tragic events of September 11, 2001 represented a shocking and disturbing moment in our history as a country, state and city. The terrorist attacks attempted to cut to the core the freedoms that Americans previously took for granted: security, travel and communication. Though the attacks were thousands of miles away, we felt the horror and sadness in our community as all Americans did. The challenge for today, however, is to overcome what fears we may have and to move forward to provide even better service to our residents and businesses.

The City is more determined than ever to provide quality public safety services to its citizens. We have been actively working to secure and protect our residents, businesses and visitors for the last several years. Since 1999, **our public safety team**, composed of Long Beach police, fire, airport, harbor, health, public works, planning and building and disaster management personnel, has been participating in specialized training. Much of this training is in partnership with representatives from other area-wide law enforcement agencies, fire departments, emergency medical services, hospitals and schools. While we cannot guarantee that tragic events will never occur in our city, I assure you that our public safety team will respond immediately and professionally to all emergency situations.

We have also been at the forefront of honoring diversity. With a population of more than 461,000 persons, the **city was recognized as the most ethnically balanced city out of the 65 most populous cities in the nation.** Long Beach Unified School District has an estimated 100,000 public school students who combined speak 57 languages including Khmer, Spanish, Vietnamese, Tagalog, Lao, Samoan, Hmong, Cantonese, Thai, English and others. The City's Human Dignity program has been widely recognized for its ability to facilitate communication and understanding among groups from different backgrounds. In fact, immediately following the September 11th event, the Human Dignity program conducted various meetings in the city to ensure that all voices in the community were heard.

One of the major goals of City government is to listen to its citizens and respond to the needs of the community in an efficient and effective manner. The overall goal, therefore, is to improve the quality of life in all the diverse neighborhoods that together compose our community. The **2000-2010 Strategic Plan, the E-Government Initiative and the Long Beach Plan** are initiatives created to improve the delivery of City services to the community.

The **Strategic Plan** process involved receiving, sharing and developing new ideas and strategies with various



CITY MANAGER HENRY TABOADA

community stakeholder groups. Concepts were developed by these stakeholders by key issue areas and these areas are the basis for this Report to the Community. The Strategic Plan is available by calling 562-570-6818 or on-line at www.ci.long-beach.ca.us

The **E-Government Initiative** seeks to increase and improve our communication with the public through electronic means and to provide access to information 24 hours a day.

The **Long Beach Plan** will provide a "cultural shift" in our governmental operations. While it will build upon, enhance and integrate various initiatives that are already in place, the goal is to develop greater operational excellence through the development of a more results-oriented organization. It will provide a framework for management effectiveness and performance, as well as resource allocation, that is focused on communicating with our customers and providing the services our customers need and

want. In addition, the Long Beach Plan will create a mechanism for periodic assessment of the services delivered by City employees and of those indicators that are reflective of our quality of life.

These initiatives are designed to increase public participation in City government, increase City accountability, streamline City services, improve communication and provide better service delivery to the public we serve.

I would now like to review last year's accomplishments with you. As you read through this report, you will see City employees are working to complete the goals that have been defined by the citizens of this city and articulated through the City Council.

Financial Update



The City of Long Beach could be considered a \$1.8 billion corporation with almost 6,000 employees. We were the first community in the nation to achieve an **AAA Investment Portfolio credit rating** as determined by Standard & Poor's, and we continue to maintain that high investment grade credit rating. The City has a bond issuer rating of AA- by Standard and Poor's, and AA3 by Moody's credit rating services, which indicates the strong creditworthiness of the City.

The local economy remains relatively stable in spite of the September 11th event. Property

values remain strong as evidenced by an increase in **property tax revenues** citywide of 8 percent over year 2000 and 16 percent since 1994.

Sales tax revenue increased by more than 6 percent from year 2000, equating to additional sales activity in Long Beach of more than \$236 million per year.

Transient occupancy taxes, paid by hotel users, increased 4.3 percent over year 2000.

After a winter of unprecedented high natural gas costs, **Long Beach Energy** renegotiated the local gas agreement with the State of California resulting in savings of \$20 million. Long Beach Energy also negotiated an 18-month gas supply agreement with Coral Energy that will result in an estimated savings of at least 50 percent when compared to last winter's natural gas bills.

In addition, the **Oil Properties Department** is planning on further exploration and development of new natural gas reserves. The ultimate goal is to make more natural gas available at a reasonable cost to the Long Beach citizen.

Public Safety and Health Update



On October 29, 2001, the City celebrated the groundbreaking of the **Emergency Communication and Operation Center** located next to

the intersection of Spring Street and Redondo Avenue. This 42,000-square foot state-of-the-art Police and Fire "9-1-1" Communication Center has an estimated opening date of fall 2003.

Another important step for public safety was the approval by the City Council on July 10, 2001 of the **North Long Beach Police Station**. This \$7.5 million project will result in the renovation of the current station into a 20,000-square foot police station at the corner of Del Amo Boulevard and Atlantic Avenue.

Long Beach Community Medical Center, working in a unique partnership with the City of Long Beach, is open. It could have met with an untimely closing had it not been for the tireless efforts and commitment of its volunteers and the support and leadership of the City Council.

The **P.D. Pitchford Companion Animal Village**, located at 7700 E. Spring Street on a 6-1/2 acre site in El Dorado Park, opened on August 10, 2001. This national model for animal care consists of a \$6 million state-of-the-art facility including a ranch-style main building and seven animal cottages. The Animal Companion Village is unique because of the partnership between the City of Long Beach Animal Control Bureau and the Society for the Prevention of Cruelty to Animals, Los Angeles.

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CITY MANAGER'S MESSAGE CONTINUED

Tourism



JetBlue Airways contracted for all 27 remaining commercial slots at Long Beach Airport and in August began daily non-stop flights to New York. In spite of the September 11th event, two additional flights were added in October 2001. Combined with **American Airlines and America West Airlines**, flight service out of the Airport has remained strong and will soon be at its 41 daily flight maximum. Phase One of the Airport's terminal enhancement program, which included painting, new carpeting and furniture, has been completed.

The groundbreaking event for the \$30 million **Carnival Cruise Line Terminal** was held on July 30, 2001. This project will renovate one-third of the former Spruce Goose Dome for use as an embarkation facility and will include a five-story parking structure. It is estimated that an additional 200,000 people will come to Long Beach by the fall of 2002 thanks to this project.

The Pike at Rainbow Harbor, a 500,000-square foot commercial complex, consisting of entertainment, retail and restaurant uses, is continuing with its pre-leasing activity. Currently the project has an approximate 50 percent leasing commitment, and is expected to break ground in early 2002.

The Seaside Meeting Rooms, 22,000-square feet of space at the Long Beach Convention and Entertainment Center, were remodeled this year through a public/private partnership that gives new life and capacity to the Convention Center.

Mixed Retail/Housing Development



The **North Long Beach Strategic Guide to Redevelopment** was formalized in draft format and reviewed at three community workshops for resident input. The draft has been finalized and will go to the Redevelopment Agency Board in the near future.

PacifiCenter is a 260-acre mixed used development planned for the portion of the Boeing Company's Long Beach facility west of Lakewood Boulevard. It will feature over five million square feet of office, technology-related and light industrial space; two hotels; 150,000 square feet of retail space, and more than 2,500 residential units. It is one of the largest real estate projects in Southern California and presents the possibility of achieving \$2 billion annually in economic benefits regionally and 44,000 direct and indirect new quality jobs. Demolition of the existing structures has begun and it is anticipated that groundbreaking will take place in 2003.

CityPlace is a \$75 million development that includes 454,000 square feet of retail and 350 residential units. Demolition of Long Beach Plaza has been completed and parking structure modifications are underway. The estimated completion date is summer 2002.

The Park at Harbour View, located at 300 Ocean Boulevard, is a \$250 million development that will result in 538 luxury apartments, 246 condominiums, a 500-room hotel and related retail and office space. Phase One, which is the construction of the apartments, is underway, and should be completed in summer of 2002.

Walker Building Lofts, a \$10-\$15 million project that will convert a commercial building at 401 N. Pine Avenue into 46-residential loft condominiums, began construction this year and is expected to be completed by spring 2002.

Other Important Contributions



Boeing continued to be the dominant employer in Long Beach, manufacturing forty-nine 717s at a list price ranging from \$35 million to \$39 million and fourteen C-17s at a list price of \$198 million.

Tiger Woods came "home" to Long Beach and Heartwell Golf

*CITY MANAGER HENRY TABOADA
SPEAKS AT THE 605 FREEWAY/CARSON
STREET INTERCHANGE COMPLETION
CEREMONY*

Course last April for the Tiger Woods Foundation Junior Golf Clinic and Exhibition. After conducting private instruction for 25 junior golfers, Tiger gave a general golf demonstration to over 3,500 youngsters. This visit by Tiger contributed to the expansion of the junior golf program in Long Beach.

Eliminating pollution from our recreational waters remains a constant goal. The City is ready to use \$1 million of state funds to clean the Colorado Lagoon, and the Los Angeles and San Gabriel Rivers.

I am also incredibly proud of **City employees** who have gone above and beyond the call of duty. City employees gave 220,857 hours of volunteer time. Based on the national average per volunteer hour value of \$15.39, they have volunteered a value close to \$3.4 million. Additionally, the City employees' charity campaign resulted in pledges of \$153,759, a 14 percent increase in donations.

Much has changed since September 11, 2001. Our resolve to provide quality public services, however, has not. The City is well positioned to adjust to new priorities, and respond to various emergency situations, as they arise. We will do our very best to provide quality services, share information, and respond to the needs of the community in a timely and effective way.



Sincerely,

Henry Taboada
City Manager



BUSINESS GROWTH AND WORKFORCE

***The City of Long Beach
strives for a diversified
economy, based on our
community's strengths:***

***trade, tourism,
technology and retail.
These four elements are
the pillars of the
economic foundation of
our city. We will build on
those strengths –
harnessing innovative
ideas and the dynamic
energy of our growing
population and the
entrepreneurs who are
creating this new
economic base.***

To create opportunities for businesses and job creation, and to guide the use of Redevelopment funding in the North Long Beach Redevelopment Project Area, draft versions of the North Long Beach Strategic Guide to Redevelopment and the North Long Beach Master Plan were developed by the North Long Beach Redevelopment Project Area Committee, community residents and City staff.

Community Development

The new CityPlace development will bring 454,000 square feet of new retail and 350 residential units into the heart of Downtown Long Beach. Demolition of the old Long Beach Plaza is complete and construction of the new CityPlace is underway. CityPlace should be open for business in the summer of 2002.

Community Development

Easy, enhanced access to the expanded Long Beach Airport is underway. The widening of Lakewood Boulevard between Willow and Carson includes double left-turn lanes at all major intersections, new state-of-the-art traffic signals, a storm drain system to improve drainage and improvements to sidewalks, curbs and gutters. The project will be completed in the winter of 2002.

Public Works

Each commercial flight slot available at Long Beach Airport is estimated to exceed \$6 million in total economic impact and to generate 92 jobs. In May 2001, JetBlue Airways posted bonds for 27 slots, filling all of the 41 available commercial airline flight slots at the Airport. JetBlue began service on August 29, 2001 with departures to New York. Additional flights will be added during the next 18-24 months.

Public Works

DEVELOPMENT



JETBLUE AIRWAYS CHOSE LONG BEACH AIRPORT AS ITS WEST COAST HUB IN MAY 2001 AND PLANS TO OFFER 27 FLIGHTS WITHIN TWO YEARS.



THE PARK AT HARBOR VIEW, LOCATED AT 300 OCEAN BOULEVARD, LONG BEACH

To enhance the Long Beach Airport in anticipation of increased airline service, Phase I of the Airport's terminal improvement program was completed. This phase included major painting, landscaping, carpeting and new furniture acquisition. In addition, \$8 million in discretionary funding was secured from the Federal Aviation Administration to begin the reconstruction of the Airport's 10,000-foot primary runway.

Public Works

To ease business, residential and tourist traffic into the City, CalTrans and the City are resurfacing two and one-half miles of the Long Beach Freeway (710) from Pacific Coast Highway (Route 1) to the San Diego Freeway (Route 405). Work is expected to be completed in 2002.

Public Works

To address the expected increase in truck and other vehicle traffic, a CalTrans/City partnership has been formed to sponsor the I-710 Major Corridor Study, which will result in the identification of alternative routes and will also be used as a step toward obtaining funding to construct the required improvements identified in the Study.

Public Works

COMMUNITY DEVELOPMENT DEPARTMENT

Mission:

In partnership with the community, the Department seeks to actively enhance and maintain housing opportunities in the city and to promote quality neighborhoods and a strong economic base for the city and all of its people.

Statistics:

- Assisted 1,000 Long Beach businesses with workforce development programs
- Provided employment and training services to 15,000 adults
- Assisted 5,500 low-income households with Section 8 Housing Choice Vouchers
- Assisted 172 very low-income households with Tenant-Based Assistance Program Housing Vouchers
- Supported 147 community clean-up projects
- Provided 95 business start-up grants
- Neighborhood associations and community groups conducted nearly 150 neighborhood clean-ups, filling nearly 180 industrial-sized trash dumpsters with hundreds of tons of trash and illegally-dumped items

BUSINESS GROWTH AND WORKFORCE DEVELOPMENT

CONTINUED

Eleven Long Beach business owners earned the “Building for the New Millennium” 2000 Design Award, a program designed to identify and recognize newly constructed buildings that set the standards for future development by positively contributing to the appearance and perception of the city.

Planning and Building

It became even easier to do business with the City this year as bid specifications are now available on-line.

Financial Management

In order to improve procurement-related outreach programs, the City created a new Diversity Outreach Division and is contracting with a consultant to review existing practices.

Financial Management

High profile Port projects that involved various City departments include a \$576 million investment for the redevelopment of 375 acres of former Naval Station and Shipyard property. The Port has signed a 25-year lease with Hanjin Shipping Co. of South Korea to use the new shipping terminal.

Harbor



AS DEPICTED IN THIS MURAL AT THE YOUTH OPPORTUNITY CENTER, THE CITY'S DIVERSE WORKFORCE PROVIDES A STRONG BASE FOR ITS ECONOMIC GROWTH.



COMMUNITY SAFETY

A safe, secure Long Beach builds on efforts by various City departments, whose programs and strategic planning have increased efficiency and implemented a customer-based approach to the delivery of services. We foresee more involvement by the residents of Long Beach in programs to control crime and improve the quality of life.

A focused code enforcement program has been created to work with citizens on maintaining and enhancing their own neighborhoods. This program is made possible through a three-year \$877,600 Code Enforcement Incentive Program grant from the State of California Department of Housing with matching funds from the City. Major code enforcement concerns are being addressed as organized neighborhood groups formed 11 Community Code Enforcement areas. City staff serves as block captains to work with citizens in these areas. Four additional areas are currently being established.

Planning and Building

Public safety is of prime importance to the City and emergency preparedness exercises are held on a regular basis with fire, police, public works and health officials. Ongoing training and preparation for major incidents including earthquakes, fires, tsunamis and terrorist acts were conducted. In addition, the City received over \$1,000,000 in grants to respond to acts of terrorism. This money was used to purchase radio equipment, medical supplies and related equipment which is stored in a specialized mobile unit and can be deployed at any location in the city.

Fire

The Community Emergency Response Team (CERT) continues to train residents to become self-sufficient during times of disaster. There are currently 50 teams in the city including one Spanish language team.

Fire

To provide community insight into the criminal justice system and the Long Beach Police Department's operations, the Department conducts Community Police Academies. Over 46 civilians participated this year, including the first-ever Cambodian Community Police Academy, which was designed in cooperation with the Cambodian community.

Police

COMMUNITY SAFETY CONTINUED

ABANDONED PETS FIND HAPPY OWNERS AT THE NEW P.D. PITCHFORD COMPANION ANIMAL VILLAGE



*LONG BEACH POLICE DEPARTMENT
PREPARES RECRUITS FOR FUTURE COMMUNITY SERVICE AND PROTECTION.*



Thirty-eight new police officers graduated from the Long Beach Police Academy and are now working with an experienced police officer within the four patrol divisions on various shifts. A new academy with 42 recruits has begun with graduates anticipated in spring of 2002.

Police

Ten doctors who volunteer for police reserve service completed a three-week training session to become Level III Reserve Officers. These doctors assist during a large police deployment and during community events.

Police

Both animals and humans are benefiting from the new P.D. Pitchford Companion Animal Village. In a unique public-private partnership, the City provides animal control services and the Society for the Prevention of Cruelty to Animals-Los Angeles provides animal care.

Health and Human Services

The North Long Beach Police Station renovation project, approved by City Council in 2001, ensures continued efficient deployment of police service tailored to the North Long Beach area. This substation includes patrol and traffic/motor officer operations, community policing, reserve officer deployment and special enforcement activities.

Police/Community Development

LONG BEACH POLICE DEPARTMENT
DEMONSTRATES ITS COMMITMENT TO
COMMUNITY



In an effort to foster a safe environment on Long Beach Unified School District's high school campuses, Long Beach Police Officers are permanently assigned to, and participate in, a collaborative program involving parents, school administration and students.

Police

Providing health services to those who may not have access to transportation is a key goal of the City. Beach Mobile One provides Human Immunodeficiency Virus (HIV) testing and clinical services; Beach Mobile Two targets youth health education; and the Senior Beach Mobile focuses on providing preventive health services to Long Beach seniors.

Health and Human Services



PROMPT, EFFECTIVE AND SERVICE-ORIENTED LAW ENFORCEMENT
ROLLS INTO ACTION.

POLICE DEPARTMENT

Mission:

To protect residents, visitors, tourists and businesses by providing top quality public safety service utilizing a community policing philosophy. With a priority-one response time of 4.6 minutes, one of the fastest of major California cities, the Long Beach Police Department meets the challenge of law enforcement in California's fifth largest city.

Statistics:

Calls for Service:

9-1-1	247,300
Emergency/ Non-emergency Line Calls	323,835
California Highway Patrol Transfer Calls	8,288
Animal Control/ Public Service After Hours Calls	13,135
Total Calls into Police Communication Center	592,558
Police Calls for Service/ Dispatches	201,624

Staffing:

Sworn:	908
Civilian:	529
Total:	1,437

Grant funding awarded:
\$2,490,403

COMMUNITY SAFETY CONTINUED

FIRE DEPARTMENT

Mission:

To prevent loss of life within the community through aggressive fire prevention, disaster preparedness education and enforcement, quick response to emergency situations, and effective actions including fire suppression, rescue operations and emergency medical care and transportation.

Statistics:

Total Responses	53,747
Fire	5,590
Medical	35,471
Non-Fire	3,219
Haz Mat	1,000
Life Guard/ Marine Safety	8,372
Technical Rescue Vehicle	95

Implemented a new Food Inspection Summary Report at over 1,800 food facilities in the city resulting in 4,505 inspections. The names of food facilities that have been closed due to sanitation issues are posted on the Health and Human Services Department's website, including the reason for closure and the date of reopening, as applicable.

Health and Human Services

Two 14-week intensive firefighter recruit classes resulted in 49 recruits representing the diversity of the city including 13 Hispanic, 3 Asian, 3 female and 5 black recruits. The recruitment process creates a pool that allows for replacement of vacancies that occurred through normal attrition.

Fire/Civil Service



*THE LONG BEACH FIRE DEPARTMENT
CONDUCTED TWO INTENSIVE FIREFIGHTER RECRUIT CLASSES.*



EDUCATION AND YOUTH

**We must create a city
where children and
youth of diverse
backgrounds live in safe
and nurturing
communities, with access
to comprehensive,
culturally sensitive
programs and services
that make them healthy,
happy and well-
educated, preparing
them to become
successful, responsible
and contributing
members of the
community.**

Approximately 10,000 third grade students received fire safety training through the use of a new Fire Safety House, which was acquired through State grant funds and a truck donated by Worthington Ford. Grant monies from Allstate Insurance Company support ongoing costs of the program.

Fire

Efforts to reduce youth access to tobacco by providing cessation services, and to support compliance with, and enforcement of, tobacco control laws, were made possible through an award of \$824,164 in Tobacco Master Settlement funds.

Health and Human Services

Family Learning Centers are now open at all 12 library sites. The Family Learning Centers, which are supported by grants and donations to the Long Beach Public Library Foundation, provide homework help, access to computers and specialized educational resources.

Library Services

Literacy and health services for pre-schoolers are provided via a mobile van to family-based childcare providers in the 90813 zip code as a result of collaborative efforts of several area agencies.

Library Services/Health and Human Services

Teen library cardholders increased system-wide by 45 percent.

Library Services

The first annual Library outreach campaign targeting first graders resulted in a 66 percent increase in new borrowers. The Friends of the Long Beach Public Library sponsored the campaign.

Library Services

EDUCATION AND YOUTH CONTINUED



*SPORTS AND OTHER PROGRAMS
CONTRIBUTE TO THE ENRICHMENT
OF OUR YOUTH.*

Traumatized children can now receive immediate care through the new Child Abuse Response Team (CART). A police detective and a psychologist are on-call 24 hours a day to respond to incidents meeting certain criteria. CART responded to 38 incidents.

Police

In order to provide innovative services to an increasingly diverse community and its youth, the new “entrepreneurial” library has raised over \$700,000 and has creatively sought to expand financial support through the Long Beach Public Library Foundation, the Friends of the Library, partnerships with business and corporate sectors, grants and fundraising.

Library Services

West Long Beach Little League began their season on new fields at Silverado Park thanks to Anaheim Angels Outfielder Darin Erstad and a matching grant from Angels Care. This \$90,000 donation paid for a complete renovation of the facility.

Parks, Recreation and Marine

Area youth who would not otherwise have access to a skate park were given that opportunity through the City’s new mobile “Skate Park on Wheels” program.

Parks, Recreation and Marine

Over 3,500 youth were able to attend a clinic by world famous golfer Tiger Woods thanks to a partnership between the City and the Tiger Woods Foundation. In addition, the clinic qualified the City to receive grant funds to support future junior golf programming.

Parks, Recreation and Marine

*TIGER WOODS PROVIDED A GOLF DEMONSTRATION
TO OVER 3,500 LONG BEACH AREA YOUTH.*



LABORATORY TESTING SERVICES ARE
IMPORTANT TO THE WELL-BEING OF
OUR COMMUNITY.



HEALTH AND HUMAN SERVICES DEPARTMENT

Mission:

To improve the quality of life of the residents of Long Beach by addressing the public health and human service needs and ensuring that the conditions affecting the public afford a healthy environment in which to live, work and play.

Statistics:

- Conducted 4,518 public health nursing home visits
- Enrolled 2,078 children into affordable health insurance programs
- Provided 67,604 immunizations to children at the HHS clinic, community health clinics and schools
- Provided 4,408 flu vaccines and 768 pneumococcal vaccines to seniors
- Provided 1,808 physical exams in the Children's Health Clinic
- Provided education and health exams to 472 clients in the Prenatal Clinic
- Provided peer health outreach and education to 4,521 Long Beach area youth
- Investigated 2,200 reports of communicable diseases
- Provided smoking cessation referrals, education and other assistance to over 2,000 people
- Tested over 108,000 specimens in the Public Health Laboratory
- Provided services to 2,915 homeless individuals at the City's Multi-Service Center for the Homeless
- Obtained and tested 230 water samples to monitor the quality of the City's beaches and other recreational waterways
- Reunited 1,427 lost pets with their owners
- Issued 16,907 dog licenses
- Received over \$4 million in new grant funding in the areas of homeless services, family health education, residential hazard removal, community health and maternal and children's health

EDUCATION AND YOUTH CONTINUED



Long Beach Unified School District's middle school students receive mentoring from firefighters through the Family Youth Program. The youth come to assigned fire stations on a regular basis for career information and educational support.

Fire

Obtained an additional Police Athletic League facility for Long Beach youth participating in the sports and mentoring program. The new location should be operational by early 2002.

Police

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A television series on youth issues, Reality Check, produced by HTTPV was selected for a 2001 League of California Cities Helen Putnam Award and received a first place award from the National Association of Telecommunications Officers and Advisors.

Technology Services

"Smile Bright" provided dental care information to over 4,200 elementary school-aged children.

Health and Human Services



A BOOK CAN OPEN THE WORLD.

LIBRARY SERVICES DEPARTMENT

Mission:

To meet the information needs of the city's culturally diverse and dynamic population by providing quality library service through a staff that is responsive, expert and takes pride in service. The Department offers a wide selection of resources and materials representing all points of view and supports lifelong learning, intellectual curiosity and free access to information.

Statistics:

- Children and their families accessed the services at the 12 Family Learning Centers more than 50,000 times
- Overall teen usage increased by 45%
- Library's website usage, which has over 130 pages and more than 1,600 links to the World Wide Web, has increased over 550%
- New first grade cardholders increased by 66%





ENVIRONMENTAL

By setting high standards of environmental quality, we provide many benefits that go beyond enhanced aesthetics, human health and quality of life. We believe that the future of our city depends on its being a desirable place to live and that a healthy environment is an essential ingredient for a desirable Long Beach.

Reducing the effects of pollutants on recreational waters requires continuous efforts. The City has received \$4.5 million in grants to use trash skimmers during dry weather to remove trash and solids from the Los Angeles River, Hamilton Bowl, Colorado Lagoon and other selected sites. Additionally, the City has taken a leading role in the development of the recently created San Gabriel and Lower Los Angeles Rivers and Mountains Conservancy, also known as the Rivers and Mountains Conservancy (RMC). The RMC is responsible for the acquisition and development of open space, wildlife habitat and recreational areas within the Los Angeles and San Gabriel Rivers watersheds. This includes the entire City of Long Beach, and to date has resulted in over \$2 million in State funding for local projects. The RMC is inclusive of over 72 cities, and Long Beach is proud of its role as a regional partner in the improvement of our environmental resources for generations to come.

Public Works/City Manager

A major storm drainage system, including catch basins and large drainage pipes, was installed to protect the area bounded by the Los Angeles River, Atlantic Avenue, Anaheim Street and Pacific Coast Highway. The funding was obtained through a hazard mitigation grant from the Federal Emergency Management Agency (FEMA), saving local taxpayers \$2.1 million.

Financial Management/Public Works

A Sierra Club representative's comments were incorporated in restructuring the major office supply bidding process, which now encourages more recycled products and renewable materials.

Financial Management

ENVIRONMENTAL CONTINUED



To ensure the safety of swimmers, weekly testing of the recreational waters in Long Beach is performed year round. The results, along with beach advisory information, are posted on the Health and Human Services Department's website and on the Water Quality Info Line at (562) 570-4199.

Health and Human Services

Internal energy conservation steps and facility improvements to reduce electricity and gas consumption were conducted by all City departments. As a result, a pilot-project was initiated at the Long Beach Police Department's West Division Station in which a gas-based micro-turbine electricity generator will be used to significantly reduce electrical use. The projected savings amount to \$21,000 annually.

Long Beach Energy/All Departments



WITH 6.2 MILES OF BEACH, BEACH ADVISORY AND WATER QUALITY INFORMATION IS MADE AVAILABLE AT 562-570-4199 OR AT WWW.CI.LONG-BEACH.CA.US/HEALTH/WATERQUALITY.

PUBLIC WORKS DEPARTMENT

Mission:

To operate, preserve and enhance the city's infrastructure and transportation systems in support of our community's economic vitality and quality of life.

Statistics:

- Trimmed 21,304 trees
- Repaired 24,356 potholes
- Striped 300 lane miles of yellow and white lanes and 28 miles of red curbs
- Removed graffiti from 37,952 sites
- Replaced 22.2 miles of sidewalks
- Patched 6,768 sidewalk locations
- Completed street improvements including: updating traffic control devices and repaving portions of 4th Street, 5th Street, Walnut Avenue, Wardlow Road, Clark Avenue, Easy Avenue, Bellflower Boulevard, Atlantic Avenue, Willow Street, Santa Fe Avenue and Cherry Avenue



OVER 16,000 TONS OF RECYCLABLE MATERIALS AND 219,000 TONS OF REFUSE WERE COLLECTED BY LONG BEACH ENERGY



A partnership with Siemens Solar to expand use of solar energy in the city was formed. The City is also working with the Long Beach Photovoltaic Cooperative to identify methods to encourage the use of solar technology in the city.

Long Beach Energy

Upgrading traffic signal lamps to energy-saving Light Emitting Diodes (LED) will save local taxpayers approximately \$376,000 a year.

Public Works

Over 4,000 residents participated in the City's automated residential recycling pilot program, which uses 100-gallon automated containers in an effort to expand participation and reduce waste by 50 percent.

Long Beach Energy

In order to encourage waste diversion compliances, an Incentive Fee Program for private haulers was implemented.

Long Beach Energy

LONG BEACH ENERGY DEPARTMENT

Mission:

To provide efficient and effective services to residents and businesses in an environmentally friendly manner. Services include: supplying natural gas; refuse collection and disposal; recycling services; street sweeping; vehicle towing; and development and promotion of alternative energy sources that will assist in preserving scarce natural resources. In addition, the Department supports other City services with fleet acquisition and automotive maintenance services and operates a "trash to energy" disposal facility, which generates electricity that is sold to Southern California Edison.

Statistics:

- Responded to 184,500 gas service work orders, with next day service, within a two-hour appointment window, at no cost to the customer
- Southeast Resource Recovery Facility (SERRF) sold 230,698 megawatts of electricity to Southern California Edison
- The SERRF "trash to energy" facility received 494,464 tons of refuse, generating \$14.2 million in revenue
- SERRF recycled 7,120 tons of metal through separation processes and sent 160,253 tons of treated incinerator ash to Puente Hills Landfill where it was used as road-based material
- 16,307 tons of recyclables were collected
- Collected 219,000 tons of refuse including 14,103 special pick-ups and 7,131 dumped items
- 189,820 miles of street were swept



ENVIRONMENTAL CONTINUED

LONG BEACH OFFERS 3,800 SLIPS TO BOAT OWNERS AND IS THE LARGEST MUNICIPALLY MANAGED MARINA IN THE NATION.

WORKING HAND IN HAND WITH PARKS, RECREATION AND MARINE, OIL PROPERTIES MANAGES THE CITY'S OIL AND NATURAL GAS ASSETS.

OIL PROPERTIES DEPARTMENT

Mission:

To manage the City's oil and natural gas assets, protect the environment, optimize mineral resource production and balance oil field interests.

Statistics:

- Transferred \$6.2 million to the Tidelands Operating Fund
- Transferred \$5 million to the General Fund
- Following the State's legal and environmental requirements, abandoned 37 wells
- Completed 12 environmental inspections on oil operations

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The Fire Department's Environmental Investigations Unit is responsible for the investigation and case development and assists with the prosecution of persons and/or businesses that illegally or improperly store, use, or dispose of hazardous materials and waste. This unit responded to over 75 requests for service, resulting in 23 cases being filed through the City Prosecutor. All 23 cases resulted in successful outcomes and over \$250,000 in direct costs was recovered.

Fire

Acquiring land for the development of parks is key to the City's strategic plan. Grant applications resulted in over \$11 million in grants for that purpose.

Parks, Recreation and Marine





NEIGHBORHOOD DEVELOPMENT

Important to the City of Long Beach and its citizens is the restoration of our neighborhoods as the center of community life. Through the strengthening of neighborhoods and community identity we can build partnerships for a positive future in the 21st century.

A Housing Needs Assessment was completed and the development of an affordable housing strategy for the City of Long Beach was initiated. The 2000-2005 Housing Plan identifying, policies, programs and objectives that will help the City meet its current and future housing needs, was approved by the City Council and certified by the State.

Planning and Building

The revitalization of the Grisham Neighborhood in North Long Beach is being made possible through a public/private partnership. The Redevelopment Agency and The Long Beach Housing Development Company are moving forward with the acquisition of 26 properties that will ultimately be conveyed to the Developer, Grisham Community Housing Limited Partnership. The Developer will then rehabilitate existing units, including the addition of bedrooms to create some three-bedroom units and the addition of new patios and balconies on several of the units. The proposed project will also include the creation of open space and development of a childcare facility with a multi-purpose center that will cater to the needs of the residents.

The Long Beach Housing Development Company/Grisham Community Housing Limited Partnership/Long Beach Redevelopment Agency (Community Development)

The construction of 17 new artist-loft units in the East Village Arts District was made possible through a public/private partnership and has contributed to this unique neighborhood.

The Long Beach Housing Development Company/a variety of private developers/Long Beach Redevelopment Agency (Community Development)



NEIGHBORHOOD DEVELOPMENT CONTINUED

The City's Redevelopment Agency worked with the State Assessor to establish a new base valuation of the Central Project Area resulting in the generation of new property tax revenue for the City that would have otherwise gone to the State. This new revenue source will be used to remove blight, build affordable housing, provide new public infrastructure and bring new businesses and jobs to Central Long Beach.

*The Central Project Area Committee/Long Beach Redevelopment Agency
(Community Development)*

Continued comprehensive services to homeless persons were made possible through a grant of \$2,520,536 from the U.S. Department of Housing and Urban Development.

Health and Human Services

A Senior Strategic Plan, which will address the needs of seniors, including health, safety, transportation, housing and quality of life, is under development.

Health and Human Services

The Family Health Education Center, currently under design, received a \$700,000 grant from the Earl B. and Loraine H. Miller Foundation. The Center will provide multicultural, community-based health and education services.

Health and Human Services

Through a public/private partnership, Atlantic Corridor revitalization came to fruition with the construction and selling of 40 new single-family homes at Renaissance Walk, and completion of an adjoining childcare facility.

The Long Beach Housing Development Company/The Olson Company/Long Beach Redevelopment Agency (Community Development)



RENAISSANCE WALK, 40 SINGLE-FAMILY HOMES AND A DAY-CARE CENTER, HAVE REVITALIZED THE ATLANTIC CORRIDOR.



PLANNING AND BUILDING DEPARTMENT

Mission:

To promote a quality-living environment by guiding development and maintenance of the city and its neighborhoods in a manner which reflects the aspirations of its residents; creates an orderly, attractive and functional city; ensures a safe building environment; and is business friendly.

Statistics:

- Issued 11,835 permits
- Checked 3,104 construction plans
- Performed 60,472 new construction inspections
- Value of permits issued amounted to \$350 million

NEIGHBORHOOD ORGANIZATIONS,
WORKING WITH THE NEIGHBORHOOD
SERVICES BUREAU, BEAUTIFY THEIR
NEIGHBORHOODS WITH TREE PLANT-
INGS AND CLEAN-UP EFFORTS.



The City's Code Enforcement Team was strengthened by the addition of a public health nurse and a health inspector to identify residential hazards and then link residents to necessary health and social services.

Health and Human Services/Planning and Building

Through the American with Disabilities Act, ten City facilities and 161 curb ramps and bus stops were upgraded for use by Long Beach residents and visitors with disabilities.

Human Resources/Public Works

The award of a \$500,000 National Park Service grant will make the rehabilitation of Martin Luther King Jr. Pool possible in the near future.

Parks, Recreation and Marine

Providing a much-needed community meeting place in the downtown area, the 10,000- square foot Cesar E. Chavez Park Community Center opened.

Parks, Recreation and Marine

Restoring and maintaining historic properties, and providing a public benefit by preserving a community's heritage, will be encouraged through the Mills Act by which qualified owners benefit from property tax relief as compensation for costs assumed in maintenance.

Planning and Building

PARKS, RECREATION AND MARINE DEPARTMENT

Mission:

To create community and enhance the quality of life in Long Beach through people, places, programs and partnerships.

Statistics:

- 2,628 acres devoted to open space
- 92 parks encompassing 2,025 acres
- 6.2 miles of beaches
- 3,800 slips at the largest municipally managed marina in the nation
- 26 community centers
- 6 teen centers
- 6 senior centers
- 580,000 rounds of golf played at the busiest golf courses in the nation
- Almost 19,000 youth participated in free youth sports programs
- 3,250 youth per week participated in after-school outreach programs at 6 middle schools, 13 elementary schools and the mobile recreation and skate park programs
- 1,961 classes offered with a total enrollment of 41,177



NETWORK TECHNOLOGY

Just like the infrastructure that came before it, the new information highway expanding throughout our culture will radically change our society. Long Beach can use this technology to meet our goals and to provide a mechanism for communication with the community.

An interdepartmental task force completed the development of an e-Government Strategic Plan, building on the goals of the Long Beach 2010 Strategic Plan. The plan identified and prioritized e-Government initiatives for implementation.

Technology Services

The public is now able to view City Council Agendas and staff supporting documentation on the City's website due to a pilot application of the new Enterprise-wide Imaging System.

Technology Services

TECHNOLOGY SERVICES DEPARTMENT

Mission:

To provide high quality, reliable computer and telecommunication services and innovative solutions to Long Beach City departments at the most competitive rates possible.

Statistics:

- Completed over 47,000 requests for assistance and service related to technology equipment and applications
- Received over 1.5 million visitor sessions on the City's website

The virtual library was significantly expanded in April with the launch of the Library's new website containing over 130 pages and more than 1,600 links to valuable information resources on the World Wide Web. Usage has increased by over 550 percent.

Library Services

Computer literacy classes for adults were increased by 33 percent. Beginning and intermediate classes are routinely held to educate adults about the value of electronic resources.

Library Services

It is now easier for the public, employees and intergovernmental agencies to receive information and communicate through the Human Resources Department's expanded website.

Human Resources

The ability to guarantee next business-day, two-hour appointment windows to Long Beach Energy customers, to extend access to real-time information and to enhance reporting capabilities were made possible with the upgraded Service Utility Computer Aided Dispatch System (UCAD).

Long Beach Energy



LONG BEACH PUBLIC LIBRARIES PROVIDE ACCESS TO UNLIMITED INFORMATION THROUGH TECHNOLOGY.

HUMAN RESOURCES DEPARTMENT

Mission:

To provide leadership in the management of the City's human resources and risk management; to support and assist other departments with legal mandates; and to maintain a work environment that enhances development, satisfaction and commitment to City goals and objectives.

Statistics:

- Renegotiated eight labor agreements with all of the City's employee organizations that met the long-range financial objectives of the City, and, at the same time, enabled the City to recruit, retain and motivate its employees
- Administered a Citywide training program that enhanced the knowledge, skills and attitudes of the City's employees by accomplishing the following:
 - Trained 600 managers and supervisors to improve leadership and management skills
 - Trained approximately 3,500 employees in a variety of workplace safety topics including violence in the workplace, fire extinguisher safety, environmental health and stress management

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NETWORK TECHNOLOGY CONTINUED

YOUR CITY GOVERNMENT
IS AT YOUR FINGERTIPS AT
WWW.CI.LONG-BEACH.CA.US.



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In order to better serve the residents and businesses of Long Beach, the City's employee network infrastructure system was upgraded to provide additional bandwidth. Over 3,500 City E-mail users were trained on the new technology. In addition, a Citywide network monitoring system to facilitate the immediate identification and diagnosis of system failures was implemented.

Technology Services

A new program providing the ability to remotely troubleshoot and repair computer problems, as well as load and install software and perform hardware and software inventories, was installed. With over 60 remote sites in the City with personal computers, a significant amount of staff travel time and cost will be reduced.

Technology Services

HUMAN RESOURCES DEPARTMENT CONTINUED

- Created and implemented a Sexual Harassment Training Program that trained approximately 300 employees
- Conducted 150 Customer Service Training workshops for 1,223 employees and supervisors
- Conducted a Citywide charity campaign resulting in a 14% increase in donations and over a 50% increase in two years
- Administered a self-insured indemnity program for over 5,000 employees and retirees and kept costs increases (5%) well below the industry average of 12%
- As part of its goal to support Departmental operations and employees, the following goals were achieved:
- Processed 5,750 Human Resources documents
- Averaged 29 days for completion of a position audit
- Revised 20 job classifications
- Conducted over 500 retirement counseling sessions
- Processed 98% of all personnel requisitions within one day
- Developed six bi-monthly bulletins on ADA/Affirmative Action activities



OTHER SIGNIFICANT ACCOMPLISHMENTS

Replaced 22.2 miles of sidewalks and patched over 6,500 sidewalk sites.

Public Works

*REPLACING SIDEWALKS REMAINS A
HIGH PRIORITY FOR THE CITY.*



The National Civic League selected the City of Long Beach as one of three communities nationwide to participate in a citizen-based project to develop quality of life indicators. The 50-member Community Partnership for Results Stakeholder Group first met last spring. With City staff, they will be developing quality of life indicators based on the City's Strategic Plan 2010. In addition, they will be responsible for monitoring the success of the City's implementation of the Strategic Plan 2010.

City Manager

A partnership with Coca-Cola will result in more than \$3 million in revenue over ten years as well as additional programs for the City's recreation programs.

Parks, Recreation and Marine

Conceptual plans were completed and most of the funding obtained toward the reconstruction of the Downtown Shoreline Marina.

Parks, Recreation and Marine

OTHER SIGNIFICANT ACCOMPLISH- MENTS

CONTINUED

To better support Citywide departments serving the community, the Financial Management Department undertook a number of internal initiatives aimed at enhancing customer service – including upgrading its website, refining procedures to improve efficiency, reassigning buyer responsibilities, developing training classes and improving reporting structures.

Financial Management

Acted on energy-relief efforts such as increasing low-income thresholds for senior and disabled customers and implemented a level pay plan to minimize the impact of high gas bills during the winter months.

Financial Management/Long Beach Energy/Technology Services

Significantly improved the Capital Improvement Program's project management accountability and reporting, including timeliness of processing with the cooperation of the Public Works Department.

Financial Management

Launched a new public information program for ongoing street construction, coordinating the work of numerous agencies.

Public Works/City Manager

After lengthy studies, authorization was given to install several Global Positioning Satellite (GPS) stations and to convert the semi-annual leveling survey to a GPS survey. The GPS survey results in more accurate, less expensive and more timely (real time) data acquisition than the conventional leveling survey.

Oil Properties

FINANCIAL MANAGEMENT DEPARTMENT

Mission:

To administer the financial affairs, i.e., revenues, expenditures, investments, purchasing, accounting, budgeting and debt, for the City of Long Beach. The Department serves a diverse group of customers including the general public, suppliers of goods and services, bond holders, grant agencies, assessment districts, current and retired employees, as well as all City departments. Additionally, the Department provides billing and collection services for utility and other City services, and provides taxation, cash management and other fiscal functions in accordance with legal and professional standards.

Statistics:

- Issued or renewed 28,000 business licenses
- Processed 300,000 parking citations
- Billed 170,000 utility customers per month for utility services including gas, water, refuse/recycling and sewer, and processed approximately \$230 million in payments received
- Implemented the Level Pay Plan for over 4,000 customers
- Processed payroll checks for over 6,000 employees every two weeks
- Processed hundreds of vendors' checks daily



A SAMPLING OF AWARDS EARNED BY THE CITY OF LONG BEACH

The City Manager's Office earned the following award:

City Manager Henry Taboada earned the League of California Cities Award for the Advancement of Diverse Communities. The award honors city managers that have been most successful in promoting the advancement of diversity within the community and the workplace through the development and implementation of effective programs, policies and practices that encourage diversity.

The Human Dignity program received awards and recognition from the following:

The National Conference For Community and Justice Building Bridges Award.

The Long Beach Lambda Democratic Club Robert Kramme Memorial Award.

The California State Assembly Resolution of Support.

Certificate of Special Congressional Recognition.

Honorable mention from the United States Conference of Mayors City "Livability Award."

AWARDS EARNED BY THE CITY OF LONG BEACH CONTINUED

The Community Development Department earned the following award:

The Community Development Department's Housing Authority was named the Housing Agency Partner of the Year by The Apartment Association-California Southern Cities.

The Financial Management Department earned the following awards:

The California Society of Municipal Finance Officers (CSMFO) Award for Excellence in Operational Budgeting and Merit in Public Communication Budgeting.

The California Society of Municipal Finance Officers (CSMFO) Award for Outstanding Financial Reporting 1998-1999, received February 26, 2001.

The Standard and Poor's AAA+ / S1 Rating on November 2000 and was reaffirmed November 2001.

The Health and Human Services Department earned the following awards:

The Lead Safe Affordable Housing Program won awards from the United States Department of Housing and Urban Development with a Best Practices award for program excellence and the National Association of County and City Health Officials with an Excellence in Public Health Award.

The Hazardous Materials Program received the Governor's Environmental and Economic Leadership Award from the State Environmental Protection Agency.

The Immunization Program received a national Millennium Award from Merck Pharmaceuticals for its efforts to increase child immunizations.





The Long Beach Parks, Recreation and Marine Department earned the following:

The Program Excellence Award by the National Recreation and Parks Association's Pacific Southwest Regional Council for the Teen Volunteer Program.

The California Parks and Recreation Society's Outstanding Maintenance Plan Award for Cesar E. Chavez Park.

The "Keeping California Beautiful" Organization's Outstanding Environmental Achievement Award for the Discover Long Beach Parks program.

The John Anson Ford Award for the City's Mural Program.

The Long Beach Police Department earned the following awards:

The FBI's Special Recognition Award to the Career-Criminal Apprehension Team Detail for assistance in the investigation of cargo thefts.

An "honorable mention" from the State Office of Emergency Services, Emergency Preparedness Commission, to the Youth Services Division for work on the Long Beach High School Emergency Response Plans.

The 2001 California Cities Helen Putnam Award for Excellence in Public Safety to the Mental Evaluation Team (MET) for improving service to the mentally ill in Long Beach.

The Automobile Club of Southern California and the California Highway Patrol awarded 41 officers with the "10851 Award" for efforts in suppressing auto theft. The honored officers made a combined total of 260 arrests and recovered 831 stolen vehicles.

AWARDS EARNED BY THE CITY OF LONG BEACH CONTINUED

The Long Beach Police Department awards continued:

First place in the International Association of Law Enforcement Planners Annual Report Design Competition for its 2000 Annual Report that presents significant accomplishments to the community in an informative and engaging publication.

The Long Beach Public Library received the following award:

The Long Beach Public Library was selected to participate as one of 31 libraries (and only one of three public libraries) in an exhibition at the UCLA Hammer Museum entitled "The World From Here: Treasures of the Great Libraries of Los Angeles."

The Technology Services Department received the following awards through it's Home Town Television programming:

The prestigious League of California Cities Helen Putnam Award for "Reality Check," programming geared towards youth.

First Place award from the National Association of Telecommunications Officers and Advisors as a result of their excellence in government programming in the Children's category for "Reality Check."

Second Place award from the National Association of Telecommunications Officers and Advisors as a result of its excellence in government programming in the Public Safety category for a series on Fire Safety.

BUDGET INFORMATION

The City of Long Beach Budget information can be obtained by calling 562-570-6425 or by visiting the City's web page at www.ci.long-beach.ca.us. A comprehensive budget document is available for public view at the City Clerk's office and City Libraries.

REPORT TO THE COMMUNITY 2001

This report was prepared by the Public/Legislative Affairs Office. Additional copies can be obtained by calling 562-570-6999. It is also available at all City Libraries and on the City's web page at www.ci.long-beach.ca.us.

In accordance with the American's with Disabilities Act of 1990, this material is available in an alternate format by calling 562-570-6999.